

KEMENTERIAN
PERDAGANGAN
REPUBLIK INDONESIA

MINISTRY OF TRADE

EXPLORING :
INDONESIA
NATURAL
COSMETICS



2018

www.kemendag.go.id



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Ministry of Trade of Republic of Indonesia

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INDONESIAN NATURAL COSMETICS

A long time ago, cosmetics has been the part of cultural heritage, that grows along with the rise and fall of nations. Originally, Cosmetics has been originally only used for religious rituals. The Ancient Greeks were famous for their love of physical beauty. They were very worried about aging. Therefore they always try to beautify themselves to disguise it. The word “cosmetics” itself comes from the Greek word ‘kosmetikos’ which comes from its stunning appearance. That is why, cosmetics are a basic human instincts, especially for women who

always beautify themselves. Cosmetics usually intend for beauty face, skin and body. Moreover, cosmetics are also developed for the purpose of maintaining health now. Skin is one of indicator of physical’s health, since it protects all of the body from all kinds of harmful viruses and bacteria.

Skin is the outer layer of the body that can be human’s body health indicator, since it protects all part of the body from head to toe from any kind of harmful viruses and bacteria

*“Everybody is fond of beauty. A long-lasting beauty.”
A bright and healthy skin shows a healthy body and soul*

Skincare and natural cosmetics products is a huge industry. The fast expansion of natural cosmetics industry reflects the consistency of growing consumers preference on any products which are believed to be directly extracted from the natural ingredients without involving any synthetic and chemical substances. This rapidly growing preference is the manifestation of people’s awareness of the impotence of beautiful and healthy skin that comes directly from the nature.

Cosmetics was first only meant for women. Now, man also uses cosmetics. For instance, face cleansing. It’s a significant products for men lately since the air quality is considered to be hazardous, and has done so much harm to face. Another example is olive oil,

which is also needed for men to maintain their skin after a long and frequent exposure to poor air quality.

The expanding preference of natural cosmetics product is so fast that makes its market share grows huge. Both men and women have realized how important a natural life style and healthy skin are. This, in turn, gives many impacts to the increase of the world’s demand for natural cosmetics products.

The Changing of life style of human being creates demand for healthy life. It is increasing the awareness of going back to nature, creates the need of natural cosmetics products.

If we observe how Indonesian Natural Cosmetics develops, we will find out that it's a long journey to perfection. Indonesian Natural Cosmetics starts from a simple product for limited purposes like face powder and skin scrub. But along with time, and the developing complexities of needs in the world, such as climate change, consumers preference, new processing technique, or perhaps, the discovery of new kind of natural substances beneficial for skin health and beauty, Indonesian natural cosmetics products are evolving, improving and getting even more complex. No wonder that today, They come in more varieties for many more specific purposes.

The world preference on the Indonesian

beauty and natural health care products is shown by the increasing demand for them. The well known areas in Indonesia as tourist destinations, such as Bali and Yogyakarta, have amplified the high quality of Indonesian natural cosmetics reputation around the globe. The delicate touch of Indonesian natural beauty skin care has been very famous and admired.

It is certain that the awareness of healthy and safe beauty products had become the most demanded since the mainstreaming of the "Back to nature" life style, in many aspects starting from food, beverages, fashion, to beauty and healthy skin care products. This is the strongest influence to the increasing demand for natural cosmetics products.

For a decade, Indonesia has introduced its natural cosmetics products to the world and many consumers around the world favor them.

Some of many Indonesiannatural cosmetics products, Soap, Scrub, and Essence oil are the ones that win the most of consumers preferences. Essence Oil is favored because it's used in the process of many kind of natural cosmetics products such as soap, scrub, and body mist.





Indonesia is rich with natural raw materials which gives many benefits. A lot of them are used for making many kind of cosmetics products, for instance, Essence Oil. It's a kind of oil that mostly taken for it's aroma.

Essential oil can be extracted from flowers, leaves, even wood. Each kind of essential oil extracted from any kind of plants has a distinctive natures. Essential oils mostly used in beauty products since it gives many benefits for skin. Besides, it also has great benefits for health. Essential oil is used as material for making many kind of beauty products such as soap, face masker, scrub, moisturizer, shampoo, and bodymist.



Essential Oil has a calming charcter and is making skin relax. It doesn't have any side effect to the skin. That's because essential oil is so pure that mostly used as a special compound for many different purposes.

Take Levender for example. Essential oil extracted from this flower, can heal allergy, headache, depression, even trauma.





Besides flower, cinnamon wood is also beneficial. Cinnamon wood is good to normalize blood pressure. At a certain measurement, essential oil extracted from cinnamon wood also can relieve flatulence.





NATURAL BEAUTY

COSMETIC, FACE, BODY, AND SKIN CARE

There are many beauty cosmetics and skin care products extracted from natural ingredients, which are nutritious ingredients inherited from their ancestors for centuries, and kept secret from generation to generation.

Many natural herbs such as clove, ginger, cinnamon, sandalwood, and agarwood or aloeswood, and also lemongrass whose beneficial essence have been extracted and processed into many kinds of natural cosmetics product. The Abundance of Indonesian natural wealth has further strengthened it's character. The earth of Indonesia produces materials that are efficacious for body especially skin health.



Scrub



Indonesia is famous with body scrub which is good for blood circulation and helps to stabilize the body temperature. Balinese people often call it “Boreh”. Boreh is a kind of local natural ingredient known by the Balinese people, inherited through generations for thousands of years. It is applied by scrubbing the concoction on certain parts of the body, and leave it to dry, before massaging the body.

Traditional villagers usually make scrub of rice, galingale and salt for their catching cold-babies; applied on the legs, back and sometimes on the forehead. They also use scrub to avoid cold. But instead of using baby’s scrub ingredients, they make scrub from cloves, cardamom, mesoyi and other herbs. They rely on this method for years to help alleviate various diseases.



Body Scrub is also useful to remove toxins, to warm the body, and to relax the muscle. The warm effect from ginger, cinnamon, black pepper, clove flower extract, klabet, fenugreek, and sandalwood accelerate blood circulation, soften the skin, and balance the body temperature. Once you Experience flu symptoms, fatigue, and aches, this traditional scrub is worth to try.





BODY SCRUB

Body scrub contains 10 natural ingredients good for health and body fragrance; roses, jasmine, betel leaves, fragrant roots, pandanus leaf, orange and white turmeric.

With more than 10 natural dried ingredients, bathing scrub has many benefits like: preserving skin softness, whitening and brightening it. It also normalizes oxygen and blood circulation, soothes insomnia, eliminates body odor, prevents wrinkles, and eases fatigue.





Scrub can also be applied for bath. The ingredients are best applied in warm water where it relaxes the body and make the hebs easy to absorb well by the skin.

Each ingredient comes with its own benefits: Roses removes various germs with their antiseptic. Fragrant roots and jasmine flowers with distinctive exotic scents relax the body. White Turmeric keeps skin soft, whiten it and makes it brighter



Lemongrass Soap

Are you often feeling tired after daily activities? Lemongrass soap with its refreshing aroma will maintain skin smoothness and freshness of the body. Lemongrass soap bathing, helps ease Fatigue and fresh up body and make us feels more comfortable.

Bitten by mosquito?. The scent of lemongrass soap will repel mosquitoes.

Lemongrass soap is also used to preserve a healthy skin since it is containing natural nutrition good for prolonging skin youth.



Img Source : healthjade.com

Some benefits of lemongrass soap for body are:

Eliminate tiredness and aches after daily activities, Prevent insect bites and mosquito disturbances, Help remove black spots on acne scars, Remove acnes, Help overcome disruptive body odors, Reduce stinging foot odor, Moisturize dry skin.

Besides, the smell of lemongrass soap can also help as an Aroma Therapy.

Lemongrass soap mostly also contains natural anti-bacteria. The ingredients of a bar of Lemongrass soap are Virgin Coconut Oil, lemongrass oil, EDTA, NAOH and olive oil.



Olive Cream

Olive oil has many benefits too. It is good for hair treatment. Broken and falling hair, dry and disrepaired hair, can be recovered by applying olive oil onto it. It also works for eyebrow, and to thicken and extend eyelash.

In addition, olive oil is also useful for face. It can tighten, smooth, whiten and remosturize face skin, fix pores, and eliminate acne.

Olive oil mostly used in many beauty products such as moisturizer, lotion, scrubs, face masker, cleansing foam, shampoo, soap, dan shower gel.

Besides its abundant benefits for beauty, Olive oil is also good for health. It's good for preventing cancer, nomalizing blood stream, controlling cholesterol, preventing heart disease, controlling blood preassure, thicken bones, sooth skin irritation, and many more.

Many Indonesian natural cosmetics company producing Olive cream Olive cream for many kinds all purposes such as preventing dry skin and preserving radiant and healthy skin.

Olive cream is made of Olive oil, natural honey, bengkoang juice, and other beneficial ingredients.



INDONESIAN Natural Cosmetics IN THE WORLD

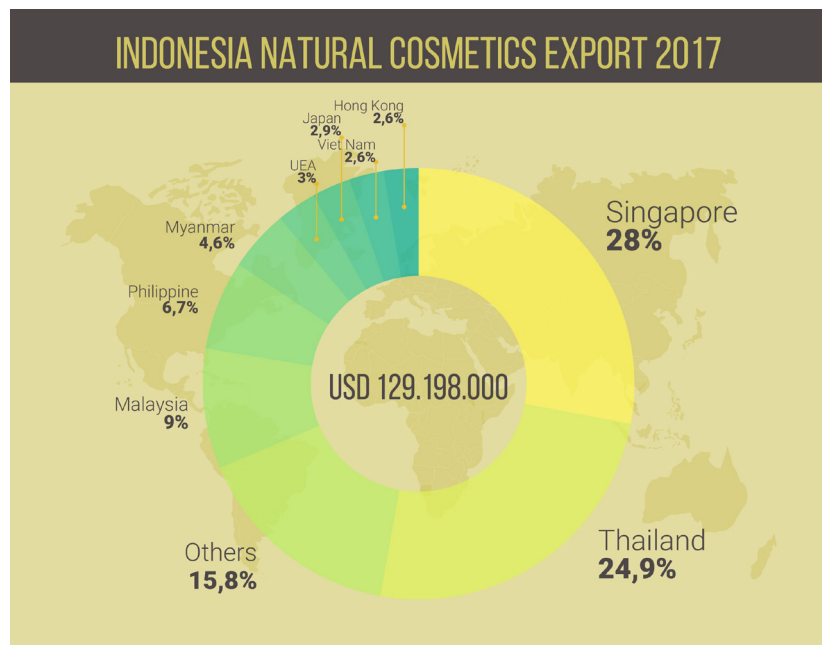
Indonesian natural cosmetics has been very popular in ASEAN region. The largest exports are to Singapore, Thailand, Malaysia, Philippines, Myanmar. The rest are to other countries like the The Emirates, Japan, Vietnam, Hong Kong, Taipei, and many more.

Indonesia is one of the largest countries in the World with an area of 1,922,570 Km Square, and a larger sea area of 3,257,483 Km square. This country is inhabited by a large population with a total of 258.7 million people.

Indonesia, as a country with a such huge population, has a large GDP. It even has the potential to become the fourth largest in the world by 2050. Indeed, right now USA hold the highest GDP in the world, followed by China, Japan, Germany, UK, France, India, Italy, Brazil and Canada. But China is starting to surpass and becoming the largest economy in the world. Emerging market like Indonesia is following.

Many opportunities are still wide open for Indonesian natural cosmetics market to expand.

The Central Beureau
Statistics of Indonesia, 2018



People of Excellence

PUTRYANA FIRMANTO

Kosmetik OZORA Yogyakarta
Business started : 2017

*“Opportunity doesn’t come twice,
better try than do nothing and
regret.”*



LASTI WARIH WULANDARI

Kosmetik PUTRI KEDATON Yogyakarta.

*“The key to success is Resilience,
endurance, and orientation to
customers. Our natural cosmetics
products are based on those
commitments to meet the customers
satisfaction.”*

INTAN SEPTAMI OLII, SH
Nama perusahaan: The Keraton Care.

*“Opportunity doesn’t come
twice, better try than do
nothing and regret.”*





"It's about agility, dilligence, and is never about giving up."

MADE DIKSA WIMONA, ST.

Business started :

1997 - Produk dupa dan pengharum ruangan.

Business started :

2008 - Produk Spa dan kosmetik.



"In business, in order to succeed, it takes integrity, hardwork, responsibility, customers oriented, and never giving up to be the best."

KOMANG YATIK.

Kosmetik Bali Ayu

Business Started : 1999.



TRADE WITH Remarkable Indonesia



INDONESIA AT A GLANCE

Indonesia's economy is getting stronger with more investors and entrepreneurs doing business with their Indonesian counterparts.

INCOME PER CAPITA

Will grow to more than
USD 15,000
in 2025

POPULATION

Will increase to
300 million
people, by 2025 and 50%
of them will be under the age of 30.

SKILLED WORKER

By 2030, there will be
113 million
skilled workers

MARKET OPPORTUNITY

USD 1.8 trillion
in consumer services, agriculture,
fisheries, resources, and education.

CONSUMER CLASS

Will reach
135 million
members of consuming in 2030,
and 71% of the population will live
in cities/rural areas, contributing
86% to the GDP.



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Currently, with such a huge population, Indonesia has a massive GDP and makes the largest one in ASEAN. It even has the potential to become the fourth largest in the world by 2050. Indeed, right now USA hold the highest GDP in the world, followed by China, Japan, Germany, UK, France, India, Italy, Brazil and Canada. But China is starting to surpass and becoming the largest economy in the world. Emerging market like Indonesia is following.

BY 2030, INDONESIA WILL BECOME
THE 7th LARGEST ECONOMY IN THE WORLD.
AND THE 4th IN 2050.

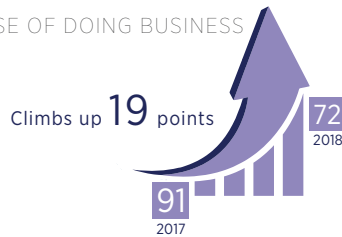
■ EXPORT
IN 2017

USD **168.8**
billion

■ non-oil products
USD 153 billion

■ oil products
USD 15.7 billion

■ EASE OF DOING BUSINESS



■ GLOBAL COMPETITIVE INDEX



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2. CV. ORIZHO INDONESIA

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3. PT. NATURAL NUSANTARA

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11. BALI ALUS

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12. CV DENARA DUTA MANDIRI BALI

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Thank You





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